

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

Sports Visitor, Cultural Visitor, and Youth Visitor Program ECA/PE/C/WHA-EAP-09-18

Office of Citizen Exchanges

These POGI guidelines apply specifically to the Request for Grant Proposals (RFGP) for the Sports Visitor, Cultural Visitor, and Youth Visitor Program. Proposals must conform to the solicitation letter, the Guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). Applications not adhering to the conditions set forth herein may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are IN ADDITION TO the Standard Guidelines outlined in the PSI. If there is a perceived disparity between the standard and program specific Guidelines, and the program information supplied in the accompanying RFGP, the solicitation letter is to be the dominant reference.

This document not only provides guidance for the preparation of a proposal, but also establishes guidelines for the implementation of the program.

I. STATEMENT OF WORK

The Bureau of Educational and Cultural Affairs (ECA) and the Public Affairs Sections (PAS) of the U.S. Embassies are supporting a series of in-coming Sports, Cultural, and Youth programs to serve special requests from U.S. Embassies. The visitors' experiences in the United States will continue to support our message of international understanding, cultural tolerance and mutual respect. The programs will vary in length with the U.S.-based activities lasting 10-50 days. Sports Visitors will normally have a residency at a training facility as part of their U.S. program and will not visit more than two U.S. cities. Cultural Visitors will attend a seminar at the National Endowment for the Humanities during their program. Youth Visitors will participate in activities that increase their understanding of diversity and multiculturalism.

Responsibilities for this particular project include:

1) Recruitment and Selection

All exchange participants will be identified by our Public Affairs Sections or ECA, with clearly identified criteria for a formal selection process.

2) Preparation

- a) Contact participants before the program to provide them with program information, pre-departure materials, and to gather information about their specific needs;
- b) In some cases, facilitate the J-1 visa application process, working with ECA and PAS;
- c) When appropriate, assist in recruiting, screening, and selecting diverse host families to offer home stays (lodging and meals) to the participants during their stay in the host community(ies). "Diversity" should be interpreted in the broadest sense and encompass differences including, but not limited to ethnicity, race, gender, religion, socio-economic status, and disabilities;

- d) Orient host institutions, staff, and families to the goals of the program, and to the cultures and sensitivities of the visitors;
- e) Arrange and purchase international travel for the participants in the Cultural Visitor Program. Please note that international travel and flight arrangements for Youth and Sports Visitor participants will be the responsibility of the Office of Citizen Exchanges. The award recipient is responsible for making domestic travel and housing arrangements for all of the participants who will participate in the programs covered under this RFGP;
- f) Enroll participants in the Bureau's Accident and Sickness benefits plan for the period of the exchange.

3) Exchange Activities

- a) Work with the Office of Citizen Exchanges and other ECA staff to coordinate and implement an intensive and substantive 10-to 50-day program on the stated themes. Exchange activities will promote program goals. Recruit American participants to be engaged in activities with the exchange participants.
 - b) Arrange appropriate and innovative community, cultural, social, and civic activities;
 - c) Provide day-to-day monitoring of the program to prevent and/or manage any misunderstandings or adjustment issues that may arise;
 - d) Coordinate escort and/or interpreter travel and other arrangements needed for their participation;
 - e) Provide a closing session for evaluation, to summarize the project activities, prepare participants for their return home, and to plan for the future.
- 4) Work in consultation with ECA and PAS on the implementation of the program, provide timely reporting of progress to ECA and PAS, and comply with financial and program reporting requirements.
- 5) Manage all financial aspects of the program, including stipend disbursements to the participants and management of sub-grant relationships with partner organizations.
- 6) Design and implement an evaluation plan that assesses the impact of the program.

All participants will travel on a U.S. Government designation for the J Exchange Visitor Program. ECA will prepare the appropriate DS-2019 forms from the applications of accepted finalists and forward these to our representatives overseas so that participants may apply for J-1 visas for entry to the United States. The award recipient must provide the relevant information in a timely fashion. The Bureau will provide accident and sickness coverage at no cost to the award recipient.

II. PROGRAM SPECIFIC GUIDELINES

The exchanges include, but are not limited to the following activities:

Orientations:

The award recipient will develop pre-departure materials for distribution by PAS to the incoming Visitors and welcome orientations for the participants to introduce and prepare them for the activities ahead. The orientations should include information related specifically to a unique Visitor's program, as well as practical and administrative information.

U.S. Program:

As noted above, each group of visitors will spend a significant amount of their U.S. experience participating in a pre-arranged program that is the responsibility of the host organization. The activities could include a mix of workshops or training sessions, simulations and role-playing, teambuilding exercises, case studies, volunteer service, leadership training, meetings, classroom visits, site visits, and social time among peers. All programming should include American participants wherever possible.

The project in the United States will end with a closing session that focuses on summarizing the experience, developing action plans for activities at home, and preparing for re-entry. The participants should be encouraged and assisted with developing projects to implement on their return home. The ideas and action plans should spring from the participants, but the project staff should be prepared to assist and direct the participants in developing these plans both during the U.S.-based project, and during the follow-on period.

Home stay experiences with local families should be considered for each Sports and Cultural Visitor, and is required for the Youth Visitors. Host families must be screened for suitability; selected families must receive a thorough orientation to help them accommodate their guests' cultural and religious differences. The proposal should explain how the applicant organization's staff would assist both participants and families in these adjustments. Diversity will be a key factor in choosing host families. A hotel must be arranged for the Washington program days and other locations if needed.

Sports Visitor Program

The Sports Visitor Program will include participants from all world regions and will focus on a range of sports from basketball to volleyball. The final mix of countries and sports will be determined after discussions between ECA and our Embassies as well as obtaining input from the relevant U.S. Sports Federations.

Participants: The approximately 96 Sports Visitors will be either high school age, between the ages of 15 and 18, athletes or adult coaches who will benefit from an introduction to U.S. training approaches, sports management techniques, community-based sports programs, and experience with U.S. professional athletes and coaches. The majority of the Sports Visitors will be non-English language speakers with little prior experience in the United States.

Sites: The Sports Visitors will be hosted by the U.S. Olympic Committee (USOC), the National Sports Federation, or other sports related organizations for a set period of time at pre-determined sites within the United States. The location of these sites will be determined by ECA and the award recipient will be responsible for transportation to and from the site. The hosting organization will not be responsible for program development and implementation during the Visitors' stay at the site. Programming in Washington and other locations away from the USOC

site will be designed and developed by ECA. Applicants will need to be familiar with these sites and the hosting organizations.

Cultural Visitor Program

The Cultural Visitor Program will include two programs in cooperation with the National Endowment for the Humanities (NEH) as well as individual visitor programs focused on visual arts, dance, music, literature and drama, among other genres.

Participants: The Bureau will work with the Department's U.S. Missions abroad to solicit nominations of the following participants:

- 12-18 foreign educators and/or social influencers for the Landmarks of American History Summer Workshops who are secondary school educators or other professionals with responsibilities in civics, social studies, journalism, or related fields and who will benefit from learning more about American society, politics, history and political culture
- 10 to 20 foreign educators and/or social influencers for the NEH Picturing America Program Summer Workshop
- Approximately 10 foreign participants from fields including, but not limited to education and the arts, for individual professional study programs in the U.S.

Sites: In collaboration with the NEH's Landmarks of American History and Culture Workshops, Cultural Visitors in groups of two to four will join 24-40 American K-12 teachers in historically significant locations including Mount Vernon, VA, and Harper's Ferry, WV, to explore America's founding and/or social issues including Civil Rights. Applicant organizations will need to be familiar with these sites, and must work closely with the NEH program coordinators and workshop leaders. The NEH workshops will run at least one week during the summer of 2010. Prior to the workshops, the Cultural Visitors will attend a five-day orientation program in Washington, D.C. In conjunction with ECA, the recipient organization will be responsible for designing and administering the D.C. orientation, and developing and implementing all logistical aspects of the program, including possible host stays and community visits following the conclusion of the workshops. The recipient organization will be responsible for arranging international and domestic travel for the Cultural Visitors.

For purposes of this proposal's budget: Please use the following Cultural Visitor program as a model: Two high school principals from Azerbaijan will participate in a five-day orientation in Washington, D.C., and a seven-day NEH workshop or individually-designed professional study program in Cleveland, Mississippi. Upon the conclusion of their workshop or study program, the two visitors will travel from Cleveland to Atlanta, Georgia where they will experience a three-day home stay, prior to returning to Azerbaijan. The total length of this program will be 15 days. The recipient organization will be expected to adjust program participant numbers depending on the travel costs for the Cultural Visitors who are selected to participate in each program. ,

Youth Visitor Program

The Youth Visitor Program will consist of two to three-week programs for small groups of secondary school students and educators (two groups, 14-16 participants in each group) who will travel to the United States to take part in programs that will be organized according to specific

requests from U.S. Embassies overseas. During the exchange, they will have structured activities, site visits, and workshops to introduce them to themes such as youth leadership, ethics, diversity, civic participation, and volunteerism. These topics must be thoughtfully addressed through focused community and/or school-based program activities. Format suggestions include simulations, case studies, workshops, site visits, discussion groups, mock trials, facilitated role plays, volunteer service projects, and leadership training exercises. Programming must include regular and substantive involvement by American peers as much as possible in order to give participants from both countries insight into working with members of the other culture. The participants will have home stays with properly selected local families for the majority of the exchange period. A hotel, dormitory, or other housing with adult supervision is an acceptable arrangement for the other periods. Cultural, social, and recreational activities will balance the schedule.

Participants: The Youth Visitors will be secondary school students who represent the diversity of their home countries. They will be accompanied by two teachers or other adults who work with youth. While it is desirable that the participants will be proficient in English, this may not be possible. For program and budget preparation, please plan to accommodate non-English speakers for one of the two exchange groups.

Follow-on Activities for Alumni:

Alumni activities are an important part of the Bureau's exchange programs. Each Visitor should go home with an understanding of the Alumni opportunities available through the ECA Alumni office. Alumni tracking is crucial for the evaluation of the program and for the implementation of follow-on programs. All alumni contact information gathered by the award recipient on behalf of the Sports, Cultural, and Youth Visitor Program must be made available to the Department of State.

Evaluation:

The Government Performance and Results Act (GPRA) of 1993 require that federal agencies measure the results of their programs in meeting performance goals. The proposal should demonstrate the applicant's plan to measure the long-term impact of the program. The follow-on activities will provide an opportunity to assess the impact of the U.S. project on the participants, to determine how their attitudes have changed, and to evaluate the acquisition of knowledge and skills.

Other Notes:

The recipient organization is responsible for all components of the program outlined in this document. However, the Bureau requires recipient organizations to communicate regularly with the ECA program officers and with the Public Affairs Sections of the relevant U.S. Embassies in participating countries. All materials and correspondence related to the program will acknowledge this as a program of the Bureau of Educational and Cultural Affairs of the U.S. Department of State. The Bureau will retain copyright use of and be allowed to distribute materials related to this program as it sees fit. All media will be coordinated by the U.S. Department of State.

PROPOSAL CONTENTS

Applicants should submit a complete and thorough proposal describing the program in a convincing and comprehensive manner. In the narrative, applicants should not only describe major program activities but also explain and justify their programmatic choices. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible. The proposal should address succinctly, but completely, the elements described below and must follow all format requirements. The proposal should include the following items:

TAB A - Application for Federal Assistance Cover Sheet (SF-424)

TAB B - Executive Summary

In one double-spaced page, provide the following information about the project:

1. Identification of all participating organizations
2. Overview of American participants who will be involved in the project
3. Nature of activity and venues

TAB C - Narrative

Within 20 double-spaced, single sided pages, provide a detailed description of the project addressing the areas listed below.

1. Participating Organizations: Identify any partner organizations for the program, their roles, and your reasons for including them.
2. Program: Describe the provision of orientations, coordination of program activities with ECA, arrangements for American peers to be involved in the program, organization of cultural and social activities and closing activities.
3. Travel, Housing, and Other Logistics: Detail how you will arrange travel, home stays and other housing arrangements, ground transportation, stipend disbursement, and any other relevant administrative matters.
4. Follow-on Activities: Suggest ways that your organization, PAS and ECA might provide follow-on activities in the home country, including both ECA-funded and privately funded activities.
5. Program Monitoring and Evaluation: The progress of the award should be monitored closely and ECA and PAS must be kept informed of activities. In the proposal, you should include a plan describing how success in meeting the stated goals of the program will be measured and reported. ECA recommends that the proposal include a draft survey questionnaire or other technique.
6. Diversity: Explain how the program managers will be pro-active in supporting diversity in program content, demonstrating how diversity can contribute to a vibrant civil society. Diversity should be defined broadly and should include geographic, urban/rural, ethnic, racial, socio-economic, and religious diversity.

7. Institutional Capacity and Project Management: Outline your capacity for doing projects of this nature, focusing on two areas of competency: Administrative and logistical competence, and the ability to provide appropriate programming. Describe the program staffing (individuals and responsibilities), qualifications, structure, and resources. If applicable, include this information for primary partner organizations as well.
8. Work Plan/Schedule: Outline the phases of the project planning and implementation for the entire agreement period.

TAB D - Budget Submission

The maximum level of funding available for this cooperative agreement is \$1,230,000, which will support at minimum the projects listed in the solicitation. Of this total amount, budgets for each project should be approximately \$700,000 for sports, \$380,000 for culture, and \$150,000 for youth. ECA intends to award one cooperative agreement to carry out all of these activities.

The available funding may be used to support the program and administrative costs necessary to implement the program as described in this solicitation. Please submit a comprehensive line item budget, as stated in the Proposal Submission Instructions. An explanatory budget narrative must also be included. For clarification, any applicant applying to implement more than one project must provide separate sub-budgets for each.

Suggested program costs include, but are not limited to, the following:

- Staff travel
- Educational materials
- Participant travel (domestic, local ground transportation, and international travel for select cultural programs)
- Orientations
- Cultural and social activities
- Meeting costs
- Food and lodging, when not in home stay
- Interpreters, if necessary
- Follow-on activities
- Evaluation
- Stipends or allowances
- Other justifiable expenses directly related to supporting program activities

Payments for home stays are not allowed as an award-funded or cost-share item. While there is no rigid ratio of administrative to program costs, the Bureau urges applicants to keep administrative costs as low and reasonable as possible. Your proposal should show strong administrative cost sharing contributions, the in-country partner, and other sources.

Maximum limits on award funding are as follows: Books and educational materials allowance-\$100 per participant; Conference room rental costs-\$250 per day per room; Consultant fees and honoraria-\$250/day; Cultural allowance-\$150 per participant; per diem-standard government rates; Evaluation costs- 5% of the award. Organizations are encouraged to cost-share any rates

that exceed these amounts. Please note that there are no fees for the J-1 visas that foreign participants will use to enter the United States.

Exchange participants will be enrolled in the Bureau's Accident and Sickness Program for Exchanges (ASPE) with no charge to the award. Please see <http://exchanges.state.gov/aspe> for more information on coverage.

Please refer to the PSI for allowable costs and complete budget guidelines and formatting instructions.

TAB E

- Letters of commitment from any partner organizations
- Resumes of all program staff should be included in the submission. No one resume should exceed two pages
- Attachments/appendices (please limit to those materials essential for understanding the proposed program)

TAB F

- SF-424B, "Assurances - Nonconstruction Programs".
- First time applicant organizations and organizations that have not received an assistance award (grant or cooperative agreement) from the Bureau during the past three (3) years, must submit as an attachment to this form the following: (a) one copy of their Charter OR Articles of Incorporation; (b) a list of the current Board of Directors; and (c) current financial statements. Note: The Bureau retains the right to ask for additional documentation of those items included on this form.
- **Please note:** Effective March 14, 2008, all applicants for ECA federal assistance awards must include with their application, a copy of page 5, Part V-A, "Current Officers, Directors, Trustees, and Key Employees" of their most recent Internal Revenue Service (IRS) Form 990, "Return of Organization Exempt From Income Tax." If an applicant does not file an IRS Form 990, but instead files Schedule A (Form 990 or 990-EZ) - "Organization Exempt Under Section 501(c)(3)," please include with the application a copy of Page 1, Part 1, "Compensation of the Five Highest Paid Employees Other Than Officers, Directors and Trustees," of the most recent Internal Revenue Service (IRS) Form - Schedule A (Form 990 or 990-EZ). Upon receipt of an award, information contained in Part V-A of the 990 Form, or Page 1, Part 1 of the Schedule A, or from similar corresponding documentation, will be transmitted to OMB, and will be made available to the public on OMB's USAspending.gov website - as part of ECA's Federal Funding Accountability and Transparency Act (FFATA) reporting requirements.
- Include other attachments, if applicable, i.e. the SF-LLL form, etc.

APPLICATION SUBMISSION

The solicitation letter provides detailed instructions regarding the shipment and deadline for submission of your proposal. For further information regarding this solicitation, please contact the following individuals:

Sports Programs: **Raymond Harvey**, Telephone: (202) 453-8163; HarveyRH@state.gov

Cultural Programs: **Jill Staggs**, Telephone: (202) 203-7500; StaggsJJ@state.gov

Youth Programs: **Carolyn Lantz**, Telephone: (202) 203-7505; LantzCS@state.gov